

Programme Outcomes (POs) And Course Outcomes (COs)-(2023-2024 Onwards)

DEPARTMENT OF COMMERCE

B. Com

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Com Programme , the students will be able to
PO1	PROGRAMME KNOWLEDGE AND ENVIRONMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	CRITICAL THINKING AND DECISION MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO3	ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO4	TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO5	PROFESSIONAL SKILLS AND EMPLOYABILITY

	Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.
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PROGRAMME SPECIFIC OUTCOMES (PSOs)

POs	The Students of B.Com. will be able to	POs Addressed
PSO1	Acquire fundamental knowledge in the fields of Commerce, Management, Accounts, Finance and overall general legal framework of the business.	PO1 PO2
PSO2	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	PO2
PSO3	Identify business opportunities to create and manage innovations and entrepreneurship.	PO3
PSO4	Become acquainted with commercial knowledge and professional skills to react the most appropriate way when faced with challenges.	PO4 PO5
PSO5	Obtain the knowledge and skills required for further professional education and research	PO5

COURSE OUTCOMES (COs)

COURSE CODE : 23UCO1CC1		
COURSE TITLE : FINANCIAL ACCOUNTING – I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define and outline the accounting concepts, rectification of errors and Bank Reconciliation Statement.	K1
CO2	Explain the purpose of financial accounting and Non-Profit Organisation	K2
CO3	Apply the accounting procedures for recording various financial transactions	K3
CO4	Analyse the various methods of providing depreciation and determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.	K4, K5
CO5	Analyse and evaluate financial statements in any given context or situation	K4, K5

COURSE CODE : 23UCO1CC2		
COURSE TITLE : PRINCIPLES OF MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the basic principles and concepts of management and	K1

	summarize the various authorization and responsibilities of an organization.	
CO2	Explain the importance of planning and decision making in an organization	K2
CO3	Apply and integrate planning, organizing, decision-making, staffing and directing processes in an organization.	K3
CO4	Analyze the various methods of performance appraisal	K4
CO5	Explain the notions of directing, co-ordination and control in management.	K4

COURSE CODE : 23UCO1AC1		
COURSE TITLE : BUSINESS ECONOMICS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall and summarize the core economic principles, concepts and how they apply to a wide range of real-world issues.	K1, K2,
CO2	Explain the positive and negative approaches in economic analysis	K2
CO3	Relate and apply the various methods of pricing	K1, K3
CO4	Analyze and interpret the concept of price and output decisions of the firms under various market structures. the factors of demand forecasting	K4, K5
CO5	Explain the assumptions and significance of indifference curve	K5

COURSE CODE : 23UCO2CC3		
COURSE TITLE : FINANCIAL ACCOUNTING – II		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the appropriate concepts relevant to partnerships and corporations.	K1
CO2	Recall and relate the accounting procedures for the partnership related transactions and explain the accounting procedures relating to branch accounts, Hire purchase accounts and Departmental accounts.	K1, K2
CO3	Explain the in-depth concepts in Partnership accounts, Hire purchases accounts and other business related transactions.	K2
CO4	Apply the accounting concepts to interpret the performance of business.	K3
CO5	Classify and Build confidence in the preparation of partnership accounts, hire purchase accounts, branch and departmental accounts.	K3, K4

COURSE CODE : 23UCO2CC4		
COURSE TITLE : FUNDAMENTALS OF MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level

CO1	Recall the fundamental concepts, theories of marketing and types of market.	K1
CO2	Summarize the important factors influencing consumer behavior And explain the product policy and development.	K2
CO3	Identify the different pricing strategies of a firm.	K3
CO4	Analyze and Compare the various distribution channels and Promotional programmes to market effectively.	K3,K4
CO5	Examine the social, cultural, global, ethical, environmental responsibilities and issues in marketing.	K4

COURSE CODE : 22UCO2AC2		
COURSE TITLE : BANKING THEORY, LAW AND PRACTICE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the knowledge of working of Indian banking system.	K1
CO2	Explain the broad functions of banking and lending policies and procedure	K2
CO3	Identify the banking product and list out the stakeholders in banking sector	K2, K4
CO4	Apply the various services offered in a banking sector.	K3
CO5	Analyse the banking innovations and latest online banking techniques.	K4

COURSE CODE : 22UCO3CC5		
COURSE TITLE : COST ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the cost accounting concepts and understand the elements, classification of cost and overheads, levels of material control, purchase and stores control.	K1, K2
CO2	Summarize the techniques of costing and apply the preparation of cost sheet, material control, idle time of labor, methods of calculation of labor turnover and classification of overheads.	K2, K5
CO3	Identify the cost of producing a product and providing a service using job costing, activity-based costing and process costing	K3
CO4	Analyse the process losses, wastage scrap, normal and abnormal losses and reconcile the profit of financial & cost accounting	K4
CO5	Evaluate and solve ethical issues in accounting and business	K5

COURSE CODE : 22UCO3CC6		
COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Outline the basic concept of business communication	K1, K2

CO2	Explains the skill of ethical, legal, cultural and global issues affecting business communication	K2
CO3	Discover and develop the knowledge of trade enquiries	K3, K4
CO4	Analyze the situation of writing various types of Business letters and reports.	K4
CO5	Evaluate the problem-solving skills appropriate to business communication.	K5

COURSE CODE : 22UCO3AC3		
COURSE TITLE : BUSINESS LAW		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and summarize consequences of applicability of various laws on business situation.	K1, K2
CO2	Outline and Examine the rights and duties under various legal acts.	K2, K4
CO3	Explain and analyze the legal framework governing business trade and commerce in India.	K2, K4
CO4	Identify the fundamental legal principles behind contractual agreement	K3
CO5	Explain important laws that have a bearing on the conduct of business in India.	K5

COURSE CODE : 22UGIE		
COURSE TITLE : INNOVATION & ENTREPRENEURSHIP		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify Self-Entrepreneurial traits and passion leads.	K3
CO2	Discover problem solving opportunities and generate ideas	K3
CO3	Analyse the process of design thinking	K4
CO4	Develop Business Model canvas for the idea generated	K5
CO5	Validate the business idea by creating Capstone project	K6

COURSE CODE : 22UCO3GEC1		
COURSE TITLE : ELEMENTS OF INSURANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the conceptual frame work of Insurance.	K1
CO2	Explain the features and procedures of various types of Insurance policies	K2
CO3	Identify the methods of premium calculation related to different schemes.	K3
CO4	Analyse the latest trends and challenges in Insurance	K4

COURSE CODE : 22UCO4CC7		
COURSE TITLE : BUSINESS STATISTICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of statistics.	K1
CO2	Explain and apply the logic and methodology for calculation of various index numbers, time series, measure of central tendency and dispersion.	K2, K3
CO3	Apply laws of probability which helps to make sense of uncertainties and examine the cause accruing when price level changes.	K3, K4
CO4	Identify and analyze the linear relationship between the variables through correlation and regression.	K3, K4
CO5	Analyze the time series, price and quantity index numbers.	K4

COURSE CODE : 22UCO4CC1P		
COURSE TITLE : ACCOUNTING PACKAGE (P)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of manual accounting.	K1
CO2	Explain the procedure for creating a company.	K2
CO3	Apply the accounting procedures for Ledger creation, Accounting Vouchers and Cost centre.	K3
CO4	Analyse stock group, stock category, stock item and compare stock category summary with godown summary.	K4
CO5	Assess the Estimate of the budget calculation.	K5

COURSE CODE : 22UCO4AC4		
COURSE TITLE : E-COMMERCE AND WEB DESIGNING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the technological changes in trade.	K1
CO2	Demonstrate awareness of usability, website design and network issues.	K2
CO3	Explain e-commerce in business models and make use of e-commerce strategies.	K2, K3
CO4	Interpret the various terminologies of electronic commerce and analyze information searching methods, resource discovery and information retrieval techniques.	K3, K4
CO5	Examine the effectiveness of a web design with respect to security measures.	K4

COURSE CODE : 22UCO4GEC2		
COURSE TITLE : ADVERTISEMENT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the conceptual framework of advertising.	K1
CO2	Explain the function of Advertising Agencies.	K2
CO3	Identify the formulation of advertising through effective marketing Strategy to promote the product and service for economic development.	K3
CO4	Apply the principles of advertising layout and campaign.	K3
CO5	Analyze the ethical issues and social aspects of advertising.	K4

COURSE CODE : 22UCO4SEC1P		
COURSE TITLE : INTRODUCTION TO MS-OFFICE (P)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of computer applications.	K1
CO2	Demonstrate a presentation slide using PowerPoint tools.	K2
CO3	Develop Word documents using Word package tools.	K3
CO4	Build worksheets using various statistical tools to analyse business transactions.	K3, K4
CO5	Construct a new database with related tables and examine database concepts.	K3, K4

COURSE CODE : 19UCO5CC8		
COURSE TITLE : CORPORATE ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the conceptual background of Company Accounts	K1
CO2	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	K2
CO3	Build knowledge on value of goodwill and shares of business firm.	K3
CO4	Analyse the accounts of Holding Companies and Banking Companies	K4
CO5	Recall the conceptual background of Company Accounts	K1

COURSE CODE : 19UCO5CC9		
COURSE TITLE : AUDITING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Tell the concepts of auditing framework systems	K1
CO2	Illustrate the roles and responsibilities of a company auditor	K2
CO3	Apply latest technological procedures in auditing	K3
CO4	Examine the different types of vouchers	K4

COURSE CODE : 21UCO5CC10		
COURSE TITLE : BUSINESS CORRESPONDENCE & REPORTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Select appropriate organizational formats and channels used in developing and presenting business messages.	K1
CO2	Explain analytical and problem-solving skills appropriate to business communication.	K2
CO3	Identify ethical, legal, cultural and global issues affecting business communication	K3
CO4	Analyse the situation of writing various types of letters	K4

COURSE CODE : 21UCO5CC11		
COURSE TITLE : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Tell the basic concepts of Entrepreneurship Development	K1
CO2	Outline a business plan that can be used to run a new small business enterprise	K2
CO3	Identify the funding agencies and various financial institutions involved in the development of SSI	K3
CO4	Analyse the role of Government in organizing Entrepreneurship Development Programme	K4

COURSE CODE : 21UCO5MBE1A		
COURSE TITLE : GST		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the concepts, Evaluation and Implementation of GST	K1
CO2	Demonstrate the registration procedures for GST	K2
CO3	Identify the provision for levy and collection of GST	K3
CO4	Analyse the powers and specific functions of GST officers	K4

COURSE CODE : 21UCO5MBE1B		
COURSE TITLE : E - COMMERCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of E-commerce	K1
CO2	Interpret the need for internet-based payments	K2
CO3	Apply business models of E-commerce and its applications of internet	K3

CO4	Analyse the security issues in cyberspace	K4
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COURSE CODE : 21UCO5SBE2AP		
COURSE TITLE : . INTRODUCTION TO MS-EXCEL AND POWER POINT (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Find differences between excel workbook and worksheet	K1
CO2	Explain chart function of excel to represent numeric data in multiple formats	K2
CO3	Make use of design layouts and templates for presentation	K3
CO4	Analyse different components of excel worksheet	K4

COURSE CODE : 21UCO5SBE2BP		
COURSE TITLE : DIGITAL DESIGNS FOR BUSINESS APPLICATION (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	How to use cloud computing to improve productivity by designing, saving and uploading documents in an online account.	K1
CO2	Demonstrate fair use and acceptable use policies on assignments / projects.	K2
CO3	Make use of online collaboration tool such as calendar, document and presentation sharing	K3
CO4	Classify personal and business use of “apps” on digital services.	K4

COURSE CODE : 21UCO5SBE3AP		
COURSE TITLE : COMMERCE - PRACTICAL		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall basic concepts of banking and Insurance.	K1
CO2	Explain the procedure for filling applications of Bank and Insurance.	K2
CO3	Build practical skills to audit assistant and financial supporting services.	K3

COURSE CODE : 21UCO5SBE3B		
COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Select prospective career in Government and Corporate Sector	K1
CO2	Outline a sense of awareness and other information about various competitive examinations	K2
CO3	Solve a problem and to identify the appropriate computing requirement	K3

CO4	Motivate the students to prepare for high level competitive exams	K4
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COURSE CODE : 21UCO6CC12		
COURSE TITLE : DIRECT TAXATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the basic concepts of Income Tax, residential status of an individual and incidence of tax.	K1
CO2	Explain the computation of income from Salary, House property, Business or Profession, Capital Gain and Income from Other Sources.	K2
CO3	Apply the Deduction and Exemption under various heads of income.	K3
CO4	Analyze the total tax liability of individual assesses.	K4

COURSE CODE : 21UCO6CC13		
COURSE TITLE : FINANCIAL MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of financial management to contemporary financial events	K1
CO2	Explain the primary sources of capital, trade-off between risk and returns	K2
CO3	Demonstrate a basic understanding of cash and receivable management	K3
CO4	Analyze the value of money over time and its uses	K4

COURSE CODE : 21UCO6MBE2A		
COURSE TITLE : COMPANY LAW AND SECRETARIAL PRACTICE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the Company Act 2013 & Formation of company	K1
CO2	Explain the kinds of company & duties of secretary	K2
CO3	Identify the basic and principal documents of the company	K3
CO4	Classify the shares of company & various methods of raising the capital	K4

COURSE CODE : 21UCO6MBE2B		
COURSE TITLE : HUMAN RESOURCE MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the basic concepts, functions and processes of HRM.	K1
CO2	Summarize the steps for recruitment and selection	K2

CO3	Apply the procedures for performance appraisal and fixation of compensation	K3
CO4	Analyse the various ways and methods of developing, maintaining and Integrating human resources.	K4

COURSE CODE : 21UCO6MBE3A		
COURSE TITLE : CORPORATE GOVERNANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the concepts of corporate governance	K1
CO2	Classify the level of Governance structure with its various committee of the board of directors	K2
CO3	Identify the significance of legislative frame work of the Corporate Governance in India.	K3
CO4	Analyse the various legal system inference about the corporate fraud found in the society.	K4

COURSE CODE : 21UCO6MBE3B		
COURSE TITLE : FINANCIAL SERVICES		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the framework of Financial Markets in India	K1
CO2	Explain the skills in providing financial services	K2
CO3	Identify the functions and procedures of financial markets	K3
CO4	Analyze the ideas in various financial markets and its Services.	K4

Programme Outcomes (POs) And Course Outcomes (COs)-(2022-2023 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
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PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY

	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Com Programme, the students will be able to
PO1	PROGRAMME KNOWLEDGE AND ENVIRONMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	CRITICAL THINKING AND DECISION MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO3	ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO4	TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO5	PROFESSIONAL SKILLS AND EMPLOYABILITY Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSOs	The Students of B.Com. will be able to	POs Addressed
PSO1	Acquire fundamental knowledge in the fields of Commerce, Management, Accounts, Finance and overall general legal framework of the business.	PO1 PO2
PSO2	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	PO2
PSO3	Identify business opportunities to create and manage innovations and entrepreneurship.	PO3
PSO4	Become acquainted with commercial knowledge and professional	PO4

	skills to react the most appropriate way when faced with challenges.	PO5
PSO5	Obtain the knowledge and skills required for further professional education and research	PO5

COURSE OUTCOMES (COs)

COURSE CODE : 22UCO1CC1		
COURSE TITLE : FINANCIAL ACCOUNTING – I		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define and outline the accounting concepts and standards.	K1, K2
CO2	Explain the purpose of financial accounting.	K2
CO3	Apply the accounting procedures for recording various financial transactions.	K3
CO4	Make use of accounting concepts to interpret the performance of business.	K3
CO5	Analyse and evaluate financial statement in any given context or situation	K4, K5

COURSE CODE : 22UCO1CC2		
COURSE TITLE : MANAGEMENT PRINCIPLES AND APPLICATION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the basic principles and concepts of management.	K1
CO2	Explain the functions of management and roles, skills of a manager.	K2
CO3	Apply and Integrate planning, organizing, decision-making, staffing and directing process in an organization.	K3
CO4	Analyze the situation that requires specific leadership, communication and control.	K4
CO5	Compare the range of motivation, coordination, leadership, dynamics and control in the business.	K4

COURSE CODE : 22UCO1AC1		
COURSE TITLE : BUSINESS ECONOMICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and summarize the core economic principles, concepts and how they apply to a wide range of real-world issues.	K1,K2, K3
CO2	Apply the basic economic theory to make predictions and to analyze alternative economic policy options.	K3, K4
CO3	Outline the economic models in domestic and global context, to analyze individual decision making, how price and quantities are determined in product and factor market.	K2, K4
CO4	Analyze and interpret the concept of price and output decisions of the firms under various market structures.	K2, K4
CO5	Develop critical thinking and analytical abilities in resolving business	K3, K4

	problems by applying various tools and techniques of economics.	
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COURSE CODE : 22UCO2CC3		
COURSE TITLE : FINANCIAL ACCOUNTING – II		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and relate appropriate concepts relevant to partnerships and corporations.	K1,K2
CO2	Define and outline the accounting procedures for the various partnership related transactions	K1,K2
CO3	Explain and apply the accounting procedures relating to admission, retirement and death of a partners	K2,K3
CO4	Define and Analyse the accounting procedure relating to insolvency of a partner.	K1, K4
CO5	Apply and explain the accounting concepts in the preparation of Royalty Accounts and Fire Insurance claims.	K2, K3

COURSE CODE : 22UCO2CC4		
COURSE TITLE : FUNDAMENTALS OF MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the fundamental concepts and theories in marketing and Explain different types of market.	K1, K2
CO2	Summarize the important factors influencing consumer behavior and explain the product policy and development	K2
CO3	Apply different pricing strategies of a firm and identify various promotional programmes	K3
CO4	Analyse the importance of marketing research and strategies opted for market segmentation.	K4
CO5	Examine the factors influencing buyer behaviour and Categories the customers and their wants and needs	K4

COURSE CODE : 22UCO2AC2		
COURSE TITLE : BANKING THEORY, LAW AND PRACTICE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the knowledge of working of Indian banking system.	K1
CO2	Explain the broad functions of banking and lending policies and procedure	K2
CO3	Identify the banking product and list out the stakeholders in banking sector	K2, K4
CO4	Apply the various services offered in a banking sector.	K3
CO5	Analyse the banking innovations and latest online banking techniques.	K4

COURSE CODE : 19UCO3CC5		
COURSE TITLE : COST ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the conceptual framework of Cost Accounting	K1
CO2	Illustrate the various types in estimating the Material and Labour Cost	K2
CO3	Identify the various methods of overheads allocation and to prepare reconciliation statement	K3
CO4	Analyse the cost structure with various methods of costing for managerial decisions	K4

COURSE CODE : 19UCO3CC6		
COURSE TITLE : BANKING THEORY LAW & PRACTICES		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	K1
CO2	Identify the functions of product and services offered in a banking sector	K2
CO3	Build knowledge about the various electronic payment methods	K3

COURSE CODE : 21UCO3AC3		
COURSE TITLE : BUSINESS STATISTICS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the fundamental concept of Measures of Central Tendency	K1
CO2	Compute various coefficients to measure Dispersion and Skewness	K2
CO3	Applying the good knowledge of probability helps to make sense of uncertainties	K3
CO4	Predict the cause accruing when price level changes	K4

COURSE CODE : 19UCO3NME1		
COURSE TITLE : ELEMENTS OF INSURANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define the conceptual framework of Insurance.	K1
CO2	Explain the features and procedures of various types of Insurance policies	K2
CO3	Identify the methods of premium calculation related to different schemes.	K3
CO4	Analyse the latest trends and challenges in Insurance	K4

COURSE CODE : 21UCO4CC7		
COURSE TITLE : MANAGEMENT ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	List out the concepts of Management Accounting	K1

CO2	Infer on the financial statements and develop knowledge to present a good Management Report	K2
CO3	Use cost-volume-profit analysis in Decision Making	K3
CO4	Analyse and interpret the performance of the firm through preparation of Financial Statements	K4

COURSE CODE : 21UCO4CC1P		
COURSE TITLE : ACCOUNTING PACKAGE – PRACTICAL		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of manual accounting	K1
CO2	Explain the procedure for creating a company	K2
CO3	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	K3
CO4	Analyse stock group, stock category, stock item and compare stock category summary with go down summary	K4
CO5	Estimate budget	K5

COURSE CODE : 19UCO4AC4		
COURSE TITLE : BUSINESS LAW		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the concept of contract and state the law relating to Indian Contract Act	K1
CO2	Explain the different elements of contract, performance of contract and different modes of discharge of contract	K2
CO3	Illustrate the application for registration of partnership	K3
CO4	List out the objectives of competition act	K4

COURSE CODE : 19UCO4NME2		
COURSE TITLE : ADVERTISEMENT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the conceptual framework of advertising	K1
CO2	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	K2
CO3	Identify the recent era in advertising and its powerful tools	K3
CO4	Analyze the ethical issues and social aspects of advertising	K4

COURSE CODE : 21UCO4SBE1AP		
COURSE TITLE : INTRODUCTION TO MS-WORD (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the components of MS-Word	K1

CO2	Demonstrate the use of hyperlink option	K2
CO3	Apply Mail merge concepts and mathematical expressions	K3
CO4	Analyse word processing terminology and concepts	K4

COURSE CODE : 21UCO4SBE1BP		
COURSE TITLE : CREATIVE ADVERTISING (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall basic concepts of advertisement	K1
CO2	Explain how creativity can be incorporated in an advertisement	K2
CO3	Develop advertising media buying and planning strategies	K3
CO4	Analyse effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication	K4

COURSE CODE : 19UCO5CC8		
COURSE TITLE : CORPORATE ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the conceptual background of Company Accounts	K1
CO2	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	K2
CO3	Build knowledge on value of goodwill and shares of business firm.	K3
CO4	Analyse the accounts of Holding Companies and Banking Companies	K4
CO5	Recall the conceptual background of Company Accounts	K1

COURSE CODE : 19UCO5CC9		
COURSE TITLE : AUDITING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Tell the concepts of auditing framework systems	K1
CO2	Illustrate the roles and responsibilities of a company auditor	K2
CO3	Apply latest technological procedures in auditing	K3
CO4	Examine the different types of vouchers	K4

COURSE CODE : 19UCO5CC10		
COURSE TITLE : ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Tell the basic concepts of Entrepreneurship Development	K1
CO2	Outline a business plan that can be used to run a new small business enterprise	K2
CO3	Identify the funding agencies and various financial institutions involved in the development of SSI	K3
CO4	Analyse the role of Government in organizing Entrepreneurship Development Programme	K4

COURSE CODE : 19UCO5CC11		
COURSE TITLE : FINANCIAL MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of financial management to contemporary financial events	K1
CO2	Explain the primary sources of capital, trade-off between risk and returns	K2
CO3	Apply financial theory to analyze cash and receivables	K3
CO4	Analyse the value of money over time and its uses	K4

COURSE CODE : 19UCO5MBE1A		
COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Select appropriate organizational formats and channels used in developing and presenting business messages.	K1
CO2	Explain analytical and problem solving skills appropriate to business communication.	K2
CO3	Identify ethical, legal, cultural and global issues affecting business communication	K3
CO4	Analyse the situation of writing various types of letters	K4

COURSE CODE : E - RETAILING		
COURSE TITLE : 19UCO5MBE1B		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Tell the basic theoretical concepts of E-retailing	K1
CO2	Explain online merchandise techniques	K2
CO3	Apply e-retailing pricing strategies	K3
CO4	Analyse the recent trends in e-retailing	K4

COURSE CODE : 21UCO5SBE2AP		
COURSE TITLE : . INTRODUCTION TO MS-EXCEL AND POWER POINT (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Find differences between excel workbook and worksheet	K1
CO2	Explain chart function of excel to represent numeric data in multiple formats	K2
CO3	Make use of design layouts and templates for presentation	K3
CO4	Analyse different components of excel worksheet	K4

COURSE CODE : 21UCO5SBE2BP		
COURSE TITLE : DIGITAL DESIGNS FOR BUSINESS APPLICATION (PRACTICAL)		

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	How to use cloud computing to improve productivity by designing, saving and uploading documents in an online account.	K1
CO2	Demonstrate fair use and acceptable use policies on assignments / projects.	K2
CO3	Make use of online collaboration tool such as calendar, document and presentation sharing	K3
CO4	Classify personal and business use of “apps” on digital services.	K4

COURSE CODE : 21UCO5SBE3AP		
COURSE TITLE : COMMERCE - PRACTICAL		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall basic concepts of banking and Insurance.	K1
CO2	Explain the procedure for filling applications of Bank and Insurance.	K2
CO3	Build practical skills to audit assistant and financial supporting services.	K3

COURSE CODE : 19UCO5SBE3B		
COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Select prospective career in Government and Corporate Sector	K1
CO2	Outline a sense of awareness and other information about various competitive examinations	K2
CO3	Solve a problem and to identify the appropriate computing requirement	K3
CO4	Motivate the students to prepare for high level competitive exams	K4

COURSE CODE : 19UCO6CC12		
COURSE TITLE : MANAGEMENT ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of Management Accounting	K1
CO2	Infer on the financial statements and develop knowledge to present a good Management Report	K2
CO3	Use cost-volume-profit analysis in Decision Making	K3
CO4	Analyse and interpret the performance of the firm through preparation of Financial Statements	K4

COURSE CODE : 19UCO6CC13		
COURSE TITLE : DIRECT TAXATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the basic concepts of Income Tax and Residential status of an individual	K1

CO2	Explain the taxable income from other sources	K2
CO3	Apply and practice the computation of Total Income of house property and business or profession	K3
CO4	Examine the tax liability of an assessee.	K4

COURSE CODE : 19UCO6MBE2A		
COURSE TITLE : HUMAN RESOURCE MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the basic concepts, functions and processes of HRM.	K1
CO2	Summarise the steps for recruitment and selection	K2
CO3	Apply the procedures for managing performance and compensation	K3
CO4	Analyse the various ways and methods of developing, maintaining and integrating human resources.	K4

COURSE CODE : 19UCO6MBE2B		
COURSE TITLE : E-COMMERCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of E-commerce	K1
CO2	Interpret the need for internet-based payments	K2
CO3	Apply business models of E-commerce and its applications of internet	K3
CO4	Analyse the security issues in cyberspace	K4

COURSE CODE : 19UCO6MBE3A		
COURSE TITLE : FINANCIAL SERVICES		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the structure of financial system and capital market	K1
CO2	Explain the composition of money market functions and guidelines of SEBI	K2
CO3	Identify the functions and procedures of secondary markets	K3
CO4	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	K4

COURSE CODE : 19UCO6MBE3B		
COURSE TITLE : ORGANISATIONAL BEHAVIOUR		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the structure of financial system and capital market	K1
CO2	Explain the composition of money market functions and guidelines of SEBI	K2
CO3	Identify the functions and procedures of secondary markets	K3
CO4	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	K4

Programme Outcomes (POs) And Course Outcomes (COs)-(2021-2022 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Com Programme, the students will be able to
PO1	Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	Focus on specific streams which enable to work effectively and efficiently in Business Scenario.
PO3	Build the skill of applying the concepts and techniques used in Modern Trade Practices necessary for decision making process.
PO4	Imbibe professionalism to face the modern-day challenges in Commerce through value based and job-oriented courses.
PO5	Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity which enhance the career prospects.

COURSE OUTCOMES (COs)

COURSE CODE : 19UCO1CC1		
COURSE TITLE : FINANCIAL ACCOUNTING - I		
CO Number	CO Statement	Cognitive Level
CO1	On the successful completion of the course, students will be able to, Recall the fundamental concepts of accounting and its importance	K1
CO2	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	K2
CO3	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	K3

CO4	Summarize the methods of Single Entry and Double Entry System of Book Keeping	K4
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COURSE CODE : 19UCO1CC2		
COURSE TITLE : MANAGEMENT PRINCIPLES & APPLICATION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	List the essential principles required for an effective management	K1
CO2	Outline the functions of management	K2
CO3	Identify the competent skills essential for business decision making and problem solving	K3

COURSE CODE :19UCO1AC1		
COURSE TITLE : BUSINESS ECONOMICS - I		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the concept of Micro and Macro economics	K1
CO2	Explain the demand, supply and production function	K2
CO3	Identify demand forecasting methods and the application of cost techniques	K3

COURSE CODE : 19UCO2CC3		
COURSE TITLE : FINANCIAL ACCOUNTING - II		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Understanding the accounting principles adopted in a partnership firm	K1
CO2	Explain the methods of dissolution of the partnership firm	K2
CO3	Prepare the financial statements of Branch accounts and Departmental Accounts	K3
CO4	Infer the accounting procedures related to Fire Insurance claim, Hire Purchase, Instalment Accounting and Royalty Accounts	K4

COURSE CODE : 19UCO2CC4		
COURSE TITLE : FUNDAMENTALS OF MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the functions of marketing	K1
CO2	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	K2
CO3	Identify the various channels of distribution applicable in modern marketing practices	K3
CO4	Analyze the recent trends in E-marketing	K4

COURSE CODE : 19UCO2AC2		
COURSE TITLE : BUSINESS ECONOMICS - II		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the features of market, price and output determination	K1
CO2	Outline the factors involved in pricing decisions and infer on the	K2

	implications of both monetary and fiscal policies	
CO3	Identify the measures to control business cycle	K3
CO4	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	K4

COURSE CODE : 19UCO3CC5		
COURSE TITLE : COST ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the conceptual framework of Cost Accounting	K1
CO2	Illustrate the various types in estimating the Material and Labour Cost	K2
CO3	Identify the various methods of overheads allocation and to prepare reconciliation statement	K3
CO4	Analyse the cost structure with various methods of costing for managerial decisions	K4

COURSE CODE : 19UCO3CC6		
COURSE TITLE : BANKING THEORY LAW & PRACTICES		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	K1
CO2	Identify the functions of product and services offered in a banking sector	K2
CO3	Build knowledge about the various electronic payment methods	K3

COURSE CODE : 19UCO3AC3		
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the fundamental concept of Measures of Central Tendency	K1
CO2	Compute various coefficients to measure Dispersion and Skewness	K2
CO3	Applying the good knowledge of probability helps to make sense of uncertainties	K3
CO4	Predict the cause accruing when price level changes	K4

COURSE CODE : 19UCO3NME1		
COURSE TITLE : ELEMENTS OF INSURANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the conceptual framework of Insurance.	K1
CO2	Explain the features and procedures of various types of Insurance policies	K2
CO3	Identify the methods of premium calculation related to different schemes.	K3
CO4	Analyse the latest trends and challenges in Insurance	K4

COURSE CODE : 19UCO4CC7		
COURSE TITLE : BUSINESS STATISTICS		

CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the fundamental concept of Measures of Central Tendency	K1
CO2	Compute various coefficients to measure Dispersion and Skewness	K2
CO3	Applying the good knowledge of probability helps to make sense of uncertainties	K3
CO4	Predict the cause accruing when price level changes	K4

COURSE CODE : 21UCO4CC1P		
COURSE TITLE : ACCOUNTING PACKAGE – PRACTICAL		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of manual accounting	K1
CO2	Explain the procedure for creating a company	K2
CO3	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	K3
CO4	Analyse stock group, stock category, stock item and compare stock category summary with godown summary	K4
CO5	Estimate budget	K5

COURSE CODE : 19UCO4AC4		
COURSE TITLE : BUSINESS LAW		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the concept of contract and state the law relating to Indian Contract Act	K1
CO2	Explain the different elements of contract, performance of contract and different modes of discharge of contract	K2
CO3	Illustrate the application for registration of partnership	K3
CO4	List out the objectives of competition act	K4

COURSE CODE : 19UCO4NME2		
COURSE TITLE : ADVERTISEMENT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the conceptual framework of advertising	K1
CO2	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	K2
CO3	Identify the recent era in advertising and its powerful tools	K3
CO4	Analyze the ethical issues and social aspects of advertising	K4

COURSE CODE : 21UCO4SBE1AP		
COURSE TITLE : INTRODUCTION TO MS-WORD (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the components of MS-Word	K1
CO2	Demonstrate the use of hyperlink option	K2

CO3	Apply Mail merge concepts and mathematical expressions	K3
CO4	Analyse word processing terminology and concepts	K4

COURSE CODE : 21UCO4SBE1BP		
COURSE TITLE : CREATIVE ADVERTISING (PRACTICAL)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall basic concepts of advertisement	K1
CO2	Explain how creativity can be incorporated in an advertisement	K2
CO3	Develop advertising media buying and planning strategies	K3
CO4	Analyse effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication	K4

COURSE CODE : 19UCO5CC8		
COURSE TITLE : CORPORATE ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the conceptual background of Company Accounts	K1
CO2	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	K2
CO3	Build knowledge on value of goodwill and shares of business firm.	K3
CO4	Analyse the accounts of Holding Companies and Banking Companies	K4
CO5	Recall the conceptual background of Company Accounts	K1

COURSE CODE : 19UCO5CC9		
COURSE TITLE : AUDITING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Tell the concepts of auditing framework systems	K1
CO2	Illustrate the roles and responsibilities of a company auditor	K2
CO3	Apply latest technological procedures in auditing	K3
CO4	Examine the different types of vouchers	K4

COURSE CODE : 19UCO5CC10		
COURSE TITLE : ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Tell the basic concepts of Entrepreneurship Development	K1
CO2	Outline a business plan that can be used to run a new small business enterprise	K2
CO3	Identify the funding agencies and various financial institutions involved in the development of SSI	K3
CO4	Analyze the role of Government in organizing Entrepreneurship Development Program	K4

COURSE CODE : 19UCO5CC11		
COURSE TITLE : FINANCIAL MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	List out the concepts of financial management to contemporary financial events	K1
CO2	Explain the primary sources of capital, trade-off between risk and returns	K2
CO3	Apply financial theory to analyze cash and receivables	K3
CO4	Analyse the value of money over time and its uses	K4

COURSE CODE : 19UCO5MBE1A		
COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Select appropriate organizational formats and channels used in developing and presenting business messages.	K1
CO2	Explain analytical and problem solving skills appropriate to business communication.	K2
CO3	Identify ethical, legal, cultural and global issues affecting business communication	K3
CO4	Analyse the situation of writing various types of letters	K4

COURSE CODE : E - RETAILING		
COURSE TITLE : 19UCO5MBE1B		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Tell the basic theoretical concepts of E-retailing	K1
CO2	Explain online merchandise techniques	K2
CO3	Apply e-retailing pricing strategies	K3
CO4	Analyse the recent trends in e-retailing	K4

COURSE CODE : 19UCO5SBE2AP		
COURSE TITLE : SPSS - Practicals		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the basic concepts of statistics	K1
CO2	Explain the significance of data analysis by preparing a concise report.	K2
CO3	Apply the concepts of parametric and non-parametric tests and perform statistical analysis that can test hypotheses.	K3
CO4	Analyse and practice data coding, measurement, editing and reliability check in SPSS.	K4

COURSE CODE : 19UCO5SBE2B		
COURSE TITLE : ADVERTISING AND SALES PROMOTION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level

CO1	Recall the fundamental essentials of Advertising	K1
CO2	Explain the various sales promotion campaign planning and develop the techniques for sales report preparation	K2
CO3	Identify the media strategy and scheduling	K3
CO4	Analyze the elements of marketing mix strategies related to public relation	K4

COURSE CODE : 19UCO5SBE3A		
COURSE TITLE : PERSONALITY DEVELOPMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Tell the basic concepts of personality development	K1
CO2	Illustrate the essentials required to develop ones personality	K2
CO3	Identify the factors responsible for success through SWOT analysis, social etiquette behavior, develop and build employability quotient techniques for a successful career	K3
CO4	Analyze the inner personality development skills	K4

COURSE CODE : 19UCO5SBE3B		
COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Select prospective career in Government and Corporate Sector	K1
CO2	Outline a sense of awareness and other information about various competitive examinations	K2
CO3	Solve a problem and to identify the appropriate computing requirement	K3
CO4	Motivate the students to prepare for high level competitive exams	K4

COURSE CODE : 19UCO6CC12		
COURSE TITLE : MANAGEMENT ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	List out the concepts of Management Accounting	K1
CO2	Infer on the financial statements and develop knowledge to present a good Management Report	K2
CO3	Use cost-volume-profit analysis in Decision Making	K3
CO4	Analyse and interpret the performance of the firm through preparation of Financial Statements	K4

COURSE CODE : 19UCO6CC13		
COURSE TITLE : DIRECT TAXATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the basic concepts of Income Tax and Residential status of an individual	K1
CO2	Explain the taxable income from other sources	K2
CO3	Apply and practice the computation of Total Income of house property	K3

	and business or profession	
CO4	Examine the tax liability of an assessee.	K4

COURSE CODE : 19UCO6CC2P		
COURSE TITLE : ACCOUNTING PACKAGE- PRACTICALS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the basic concepts of manual accounting	K1
CO2	Explain the procedure for creating a company	K2
CO3	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	K3
CO4	Analyse stock group, stock category, stock item and compare stock category summary with godown summary	K4
CO5	Estimate budget	K5

COURSE CODE : 19UCO6MBE2A		
COURSE TITLE : HUMAN RESOURCE MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the basic concepts, functions and processes of HRM.	K1
CO2	Summarise the steps for recruitment and selection	K2
CO3	Apply the procedures for managing performance and compensation	K3
CO4	Analyse the various ways and methods of developing, maintaining and integrating human resources.	K4

COURSE CODE : 19UCO6MBE2B		
COURSE TITLE : E-COMMERCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	List out the concepts of E-commerce	K1
CO2	Interpret the need for internet based payments	K2
CO3	Apply business models of E-commerce and its applications of internet	K3
CO4	Analyse the security issues in cyberspace	K4

COURSE CODE : 19UCO6MBE3A		
COURSE TITLE : FINANCIAL SERVICES		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the structure of financial system and capital market	K1
CO2	Explain the composition of money market functions and guidelines of SEBI	K2
CO3	Identify the functions and procedures of secondary markets	K3
CO4	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	K4

COURSE CODE : 19UCO6MBE3B		
COURSE TITLE : ORGANISATIONAL BEHAVIOUR		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define basic concepts of an organizational behaviour and their relationship with social sciences	K1
CO2	Interpret the requisites of working environment – internal and external	K2
CO3	Build individual and organisational traits to improve learning, culture and the work system	K3
CO4	Examine the differences and similarities between leadership, motivation and communication	K4

Programme Outcomes (POs) And Course Outcomes (COs)-(2020-2021 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Com Programme, the students will be able to
PO1	Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	Focus on specific streams which enable to work effectively and efficiently in Business Scenario.
PO3	Build the skill of applying the concepts and techniques used in Modern Trade Practices necessary for decision making process.
PO4	Imbibe professionalism to face the modern-day challenges in Commerce through value based and job-oriented courses.
PO5	Integrate knowledge, skill and attitude that will sustain an environment of learning

	and creativity which enhance the career prospects.
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COURSE OUTCOMES (COs)

COURSE CODE : 19UCO1CC1		
COURSE TITLE : FINANCIAL ACCOUNTING - I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Recall the fundamental concepts of accounting and its importance	K1
CO2	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	K2
CO3	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	K3
CO4	Summarize the methods of Single Entry and Double Entry System of Book Keeping	K4

COURSE CODE : 19UCO1CC2		
COURSE TITLE : MANAGEMENT PRINCIPLES & APPLICATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	List the essential principles required for an effective management.	K1
CO2	Outline the functions of management.	K2
CO3	Identify the competent skills essential for business decision making and problem solving.	K3

COURSE CODE : 19UCO1AC1		
COURSE TITLE : BUSINESS ECONOMICS - I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Recall the concept of Micro and Macroeconomics.	K1
CO2	Explain the demand, supply and production function.	K2
CO3	Identify demand forecasting methods and the application of cost techniques.	K3

COURSE CODE : 19UCO2CC3		
COURSE TITLE : FINANCIAL ACCOUNTING - II		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Understanding the accounting principles adopted in a partnership firm	K1
CO2	Explain the methods of dissolution of the partnership firm	K2
CO3	Prepare the financial statements of Branch accounts and Departmental Accounts	K3
CO4	Infer the accounting procedures related to Fire Insurance claim, Hire Purchase, Instalment Accounting and Royalty Accounts	K4

COURSE CODE : 19UCO2CC4		
COURSE TITLE : FUNDAMENTALS OF MARKETING		

CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the functions of marketing	K1
CO2	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	K2
CO3	Identify the various channels of distribution applicable in modern marketing practices	K3
CO4	Analyze the recent trends in E-marketing	K4

COURSE CODE : 19UCO2AC2		
COURSE TITLE : BUSINESS ECONOMICS - II		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the features of market, price and output determination	K1
CO2	Outline the factors involved in pricing decisions and infer on the implications of both monetary and fiscal policies	K2
CO3	Identify the measures to control business cycle	K3
CO4	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	K4

COURSE CODE : 19UCO3CC5		
COURSE TITLE : COST ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the conceptual framework of Cost Accounting	K1
CO2	Illustrate the various types in estimating the Material and Labour Cost	K2
CO3	Identify the various methods of overheads allocation and to prepare reconciliation statement	K3
CO4	Analyse the cost structure with various methods of costing for managerial decisions	K4

COURSE CODE : 19UCO3CC6		
COURSE TITLE : BANKING THEORY LAW & PRACTICES		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	K1
CO2	Identify the functions of product and services offered in a banking sector	K2
CO3	Build knowledge about the various electronic payment methods	K3

COURSE CODE : 19UCO3AC3		
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT		
CO	CO Statement	Cognitive

Number	On the successful completion of the course, students will be able to,	Level
CO1	Define the conceptual framework of CRM	K1
CO2	Explain the requirements of CRM strategy	K2
CO3	Make use of CRM approaches to influence Customer satisfaction and loyalty	K3
CO4	Analyze the latest trends in CRM	K4

COURSE CODE : 19UCO3NME1		
COURSE TITLE : ELEMENTS OF INSURANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the conceptual framework of Insurance.	K1
CO2	Explain the features and procedures of various types of Insurance policies	K2
CO3	Identify the methods of premium calculation related to different schemes.	K3
CO4	Analyse the latest trends and challenges in Insurance	K4

COURSE CODE : 19UCO4CC7		
COURSE TITLE : BUSINESS STATISTICS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the fundamental concept of Measures of Central Tendency	K1
CO2	Compute various coefficients to measure Dispersion and Skewness	K2
CO3	Applying the good knowledge of probability helps to make sense of uncertainties	K3
CO4	Predict the cause accruing when price level changes	K4

COURSE CODE : 19UCO4CC1P		
COURSE TITLE : INFORMATION TECHNOLOGY - PRACTICALS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the basic concepts and principles of information technology	K1
CO2	Demonstrate the information systems and its network	K2
CO3	Apply the basic technology of Microsoft Office	K3
CO4	List out the statistical functions available in MS-Excel	K4
CO5	Determine appropriate use each of the Microsoft Office programs to create professional and academic document	K5
CO6	Create and design a word document, spread sheet and power point presentation.	K6

COURSE CODE : 19UCO4AC4		
COURSE TITLE : BUSINESS LAW		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the concept of contract and state the law relating to Indian	K1

	Contract Act	
CO2	Explain the different elements of contract, performance of contract and different modes of discharge of contract	K2
CO3	Illustrate the application for registration of partnership	K3
CO4	List out the objectives of competition act	K4

COURSE CODE : 19UCO4NME2		
COURSE TITLE : ADVERTISEMENT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the conceptual framework of advertising.	K1
CO2	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	K2
CO3	Identify the recent era in advertising and its powerful tools.	K3
CO4	Analyze the ethical issues and social aspects of advertising.	K4

COURSE CODE :19UCO4SBE1A		
COURSE TITLE : COMMUNICATION SKILLS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	List out the techniques required to build skills on content writing	K1
CO2	Explain the listening skills through various demonstrations	K2
CO3	Develop their speaking skills through debate and discussion	K3
CO4	Analyze the grammatical knowledge to improve the communicative skills	K4

COURSE CODE : 19UCO4SBE1B		
COURSE TITLE : GREEN MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the fundamental concept of green marketing and green products	K1
CO2	Explain about environment consciousness and its guidelines	K2
CO3	Identify the various factors that affect purchase decision of consumers and its initiatives	K3

Programme Outcomes (POs) And Course Outcomes (COs)-(2019-2020 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.

PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Com Programme, the students will be able to
PO1	Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	Focus on specific streams which enable to work effectively and efficiently in Business Scenario.
PO3	Build the skill of applying the concepts and techniques used in Modern Trade Practices necessary for decision making process.
PO4	Imbibe professionalism to face the modern-day challenges in Commerce through value based and job-oriented courses.
PO5	Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity which enhance the career prospects.

COURSE OUTCOMES (COs)

COURSE CODE: 19UCO1CC1		
COURSE TITLE: FINANCIAL ACCOUNTING - I		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the fundamental concepts of accounting and its importance	K1
CO2	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	K2
CO3	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	K3
CO4	Summarize the methods of Single Entry and Double Entry System of Book Keeping	K4

COURSE CODE: 19UCO1CC2		
COURSE TITLE: MANAGEMENT PRINCIPLES & APPLICATION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level

CO1	List the essential principles required for an effective management	K1
CO2	Outline the functions of management	K2
CO3	Identify the competent skills essential for business decision making and problem solving	K3

COURSE CODE :19UCO1AC1		
COURSE TITLE : BUSINESS ECONOMICS - I		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the concept of Micro and Macro economics	K1
CO2	Explain the demand, supply and production function	K2
CO3	Identify demand forecasting methods and the application of cost techniques	K3

COURSE CODE: 19UCO2CC3		
COURSE TITLE: FINANCIAL ACCOUNTING - II		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Understanding the accounting principles adopted in a partnership firm	K1
CO2	Explain the methods of dissolution of the partnership firm	K2
CO3	Prepare the financial statements of Branch accounts and Departmental Accounts	K3
CO4	Infer the accounting procedures related to Fire Insurance claim, Hire Purchase, Instalment Accounting and Royalty Accounts	K4

COURSE CODE: 19UCO2CC4		
COURSE TITLE: FUNDAMENTALS OF MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall the functions of marketing	K1
CO2	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	K2
CO3	Identify the various channels of distribution applicable in modern marketing practices	K3
CO4	Analyze the recent trends in E-marketing	K4

COURSE CODE: 19UCO2AC2		
COURSE TITLE: BUSINESS ECONOMICS - II		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the features of market, price and output determination	K1
CO2	Outline the factors involved in pricing decisions and infer on the implications of both monetary and fiscal policies	K2

CO3	Identify the measures to control business cycle	K3
CO4	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	K4

Programme Outcomes (POs) And Course Outcomes (COs)-(2023-2024 Onwards)

M. Com

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	On completion of M. Com Programme, the students will be able to
PO1	GENERIC AND DOMAIN KNOWLEDGE Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
PO2	CRITICAL THINKING AND PROBLEM SOLVING Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
PO3	ENTREPRENEURSHIP AND EMPLOYMENT SKILLS Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	LEADERSHIP AND TEAM WORK Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.

PO5	SOCIAL RESPONSIVENESS AND ETHICS Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.
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PROGRAMME SPECIFIC OUTCOMES (PSOs)

POs	The Students of M.Com. will be able to	POs Addressed
PSO1	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	PO1 PO2
PSO2	Develop skills for analysing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	PO2
PSO3	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	PO3
PSO4	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	PO4 PO5
PSO5	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	PO5

COURSE OUTCOMES (CO)

COURSE CODE : 23PCO1CC1		
COURSE TITLE : BUSINESS FINANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Explain and Analyze the important finance concepts	K2, K4
CO2	Estimate risk and interpret its impact on return	K2, K3
CO3	Appraise leasing and other sources of finance for startups	K4
CO4	Summarize and Estimate the cash, receivable, inventory and working capital management techniques	K5, K6
CO5	Relate and Evaluate techniques of long term investment decision incorporating risk factor	K5, K6

COURSE CODE : 23PCO1CC2		
COURSE TITLE : DIGITAL MARKETING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Describe and Explain the dynamics of digital marketing	K1, K2,
CO2	Indicate and Apply the online marketing mix	K2, K3
CO3	Demonstrate and Compare digital media channels.	K3, K4
CO4	Examine and Categorize the online consumer behavior	K4, K5

CO5	Summarize and Appraise social media data	K5, K6
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COURSE CODE : 23PCO1CC3		
COURSE TITLE : BANKING AND INSURANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Relate and Discuss the transformation in banking from traditional to new age	K1, K2
CO2	Explain and Apply modern techniques of digital banking	K2, K3
CO3	Interpret and Analyze the role of insurance sector	K3, K4
CO4	Examine and Summarize the regulatory mechanism	K4, K5
CO5	Construct and Assess the risk mitigation strategies	K5, K6

COURSE CODE : 23PCO1CC4		
COURSE TITLE : STRATEGIC HUMAN RESOURCE MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Indicate and Apply the fundamentals of strategic Human Resource Management	K2, K3
CO2	Recognize and Examine the conceptual framework of strategic Human Resource Management	K2, K4
CO3	Interpret and Outline the knowledge of various strategies in Human Resource Management in the corporate arena	K3, K4,
CO4	Analyze and Assess the drafting of HR policies	K4, K6
CO5	Summarize and Evaluate the latest trend in the strategic Human Resource Management.	K5, K6

COURSE CODE : 23PCO1DSE1A		
COURSE TITLE : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and Classify the investment options and structure a portfolio	K1, K2
CO2	Discuss and compute the value of Equity Shares, Preference Shares and Bonds	K2, K3
CO3	Predict and Analyze the stock performance through fundamental and technical analysis	K3, K4
CO4	Examine and Summarize the various Portfolio Theories.	K4, K5
CO5	Interpret and Evaluate the portfolio performance	K5, K6

COURSE CODE : 23PCO1DSE1B		
COURSE TITLE : OPERATIONS RESEARCH		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and Identify the knowledge of OR fundamentals	K1, K2
CO2	Indicate and Demonstrate the models for problem solving	K2, K4
CO3	Apply and Analyze the sequencing and game theory	K3, K4
CO4	Appraise and Develop network analysis to enhance effectiveness	K4, K5
CO5	Formulate and Evaluate the models for decision making	K5, K6

COURSE CODE : 23PCO1DSE1C		
COURSE TITLE : LABOUR LAWS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and Discuss the basic labour legislations pertaining to Trade Unions	K1, K2
CO2	Explain and Apply the various provisions of the Factory's Act and Equal Remuneration Act	K2, K4
CO3	Identify and Assess provisions relating to the workmen's compensations and state insurance	K3, K6
CO4	Examine and Assemble the provisions relating to payment of wages and minimum wages.	K4, K5
CO5	Summarize and Discuss the provisions of provident fund, gratuity and bonus schemes.	K5, K6

COURSE CODE : 22PCO2CC5		
COURSE TITLE : COST AND MANAGEMENT ACCOUNTING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Relate, develop and apply the techniques of Management Accounting in the financial decision making	K1,K3,K5
CO2	Recall, classify and adapt cost accounting approaches to solve practical problems	K1, K2, K6
CO3	Apply and assess different types of activity-based management tools through the preparation of estimates	K3, K5
CO4	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	K3, K5
CO5	Analyze to improve the operations of organization through the application of cost and Management accounting methods	K4, K6

COURSE CODE : 22PCO2CC6		
COURSE TITLE : BUSINESS ANALYTICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Understand the advanced analytical tools to analyse complex problems under uncertainty	K2
CO2	Compare business processes using analytical and management tools	K3
CO3	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	K3
CO4	Identify and describe complex business problems in terms of analytical models	K3, K4
CO5	Extract and manipulate data sets from various sources to meet organizational needs	K5

COURSE CODE : 23PCO2CC7		
COURSE TITLE : ECONOMIC AND ENVIRONMENT LAW		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level

CO1	Choose and relate the provisions, policies related to prevention of money exchange.	K1, K2
CO2	Select the concepts, provisions and to discuss the various policies relating to act.	K3
CO3	Choose and analyze the legal aspects of various acts and the disputes Redressal agencies, penalties and adjudication.	K3, K4
CO4	Compare and assess the latest amendments in various act, contraventions and penalties.	K4, K5
CO5	Explain the concepts of laws in detail and to relate where and how it is applied in recent days.	K5

COURSE CODE : 23PCO2DSE2A		
COURSE TITLE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and explain the basic concepts, role of Logistics and supply chain management in business.	K1, K2
CO2	Infer and identify how supply chain drivers play an important role in redefining value chain excellence of Firms	K2, K3
CO3	Apply and analyze the tools and techniques useful in implementing Logistics and supply chain management	K3, K4
CO4	Make use of logistics and supply chain strategies to create value generation and assess IT applications	K3, K5
CO5	Categorize and appraise the various supply chain strategies.	K4, K5

COURSE CODE : 23PCO2CCC1B		
COURSE TITLE : ORGANIZATIONALBEHAVIOUR		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and explain the concept of organizational behavior to understand the behaviour of people in the organization.	K1,K2
CO2	Infer and develop the Attitude, change of attitude and aspects of personality.	K2,K3
CO3	Categorize the complexities associated with management of the group behavior in the organization.	K4
CO4	Explain how the organizational behavior can integrate in understanding the motivation behind behaviour of people in the organization.	K4
CO5	Assess the Group behavioral influence in the organization.	K5

COURSE CODE : 22PCO2CCC1C		
COURSE TITLE : BRAND MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	K1, K2, K4
CO2	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	K2, K4
CO3	Discuss and summarize the Equity, Ethical Brand Positioning of	K2, K3,

	Management.	K6
CO4	Relate and compare with the Case Studies of Brand Management.	K1, K4
CO5	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	K1, K2, K3, K5, K6

COURSE CODE : 23PCO2DSE2A		
COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	K1, K2
CO2	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	K3, K4
CO3	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	K4
CO4	Evaluate the ethical practices in corporate social responsibility and governance.	K5
CO5	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	K6

COURSE CODE : 22PCO2DSE2B		
COURSE TITLE : RETAIL MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and interpret the Growth and Development of Retail Sector	K1, K2
CO2	Outline and Apply Retailed set up Operation Management and Retail Format with Diverse Mix	K2, K3
CO3	Identify and examine the Effectiveness of Retail Shop Management	K3, K4
CO4	Evaluate and create the Technology Upgrade in Retail Environment	K5, K6
CO5	Examine and evaluate the procurement of retail merchandising	K4, K6

COURSE CODE : 22PCO2DSE2C		
COURSE TITLE : BUSINESS INFORMATION SYSTEM		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and explain the flow of information through business processes.	K1, K4
CO2	Explain the formulate plans for the retrieval and analysis of supporting data	K2, K4
CO3	Apply and develop the networking concepts and technologies to support business needs	K3, K5
CO4	Identify standard project management tools and approaches.	K4
CO5	Develop and classify the computer programs to support or automated business processes	K2, K5

COURSE CODE : 22PCO3CC8		
COURSE TITLE : ADVANCED CORPORATE ACCOUNTING		

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Explain and Make use of various methods in valuation of shares and goodwill.	K2, K3
CO2	Apply AS 14 for the accounting treatment of amalgamation and absorption.	K3
CO3	Compare and Estimate the different methods in alternation of share capital.	K4, K5
CO4	Analyze and Determine to prepare Consolidated Financial Statements of Holding Companies in accordance with AS 21.	K4, K5
CO5	Assess and Examine the Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013	K5, K6

COURSE CODE : 22PCO3CC9		
COURSE TITLE : INTERNATIONAL TRADE FINANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Explain the theory and current developments in International Trade	K1, K2
CO2	Identify the various Financial Institutions support to the International Trade	K2, K3
CO3	Analyze the factors influencing Exchange Rates	K2, K4
CO4	Assess the importance of documentation in International Trade	K4, K6
CO5	Discuss about various Export Promotion Schemes.	K5, K6

COURSE CODE : 22PCO3CC1P		
COURSE TITLE : DATA ANALYTICS USING EXCEL (P)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Summarize the features available in spreadsheets and gain knowledge about basic as well as advanced searching functions	K1, K2, K3
CO2	Understand the various types of text functions and get an idea about how to apply these text functions in real world scenarios	K3
CO3	Utilize knowledge about financial functions and be able to make use of these functions to solve financial problems.	K3, K4
CO4	Analyze the applications of various data and time functions of spread sheet.	K4
CO5	Evaluate various slice and dice methods of spread sheets to develop better decision making.	K5, K6

COURSE CODE : 22PGCS3CCC2A		
COURSE TITLE : CYBER SECURITY		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Understand the cyber security threat landscape	K1, K2
CO2	Develop a deeper understanding and familiarity with	K2, K3

	various types, cyber-crimes, vulnerabilities, and remedies thereto.	
CO3	Analyse and evaluate existing legal framework sand laws on cyber security.	K4, k5
CO4	Analyse and evaluate the digital payment system security and remedial measures.	K4, K5
CO5	Analyse and evaluate the cyber security risks, plan suitable security controls	K4, K5

COURSE CODE : 22PCO3CCC2B		
COURSE TITLE : PROJECT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and classify the various approaches to plan a new project and develop project schedule.	K1, K2
CO2	Explain and identify the selection of most desirable projects	K2, K3
CO3	Apply and evaluate the use of appropriate network scheduling techniques.	K3, K5
CO4	Analyze the importance legal Aspects of Business Communication and Determine the Negotiation Skills in preparing a letter.	K4, K5
CO5	Assess to implementation of a proposed plan and formulate the project proposal.	K5, K6

COURSE CODE : 22PCO3CCC2C		
COURSE TITLE : MANAGERIAL COMMUNCIATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and Classify the various types of communications	K1, K2
CO2	Explain and Identify the forms of communication skills in business process	K2, K3
CO3	Apply and Evaluate the different forms of barriers in communication	K3, K5
CO4	Analyze the importance legal Aspects of Business Communication and Determine the Negotiation Skills in preparing a letters..	K4, K5
CO5	Assess to gain knowledge on report writing in practical conduct and Formulate the principles and techniques in business communication.	K5, K6

COURSE CODE : 22PCO3DSE3A		
COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and Explain the concepts of Business Management, Environment and International Business	K1, K2
CO2	Summarize and Identify the various statistical methods and discuss latest development in banking and ICT	K2, K3
CO3	Develop and Evaluate the problems in Income Tax, Cost and	K3, K5

	Management Accounting	
CO4	Examine and Construct the communication skills and evaluate the reasoning ability	K4, K5
CO5	Assess and Formulate the role of regulatory bodies in corporate and finance sectors.	K5, K6

COURSE CODE : 22PCO3DSE3B		
COURSE TITLE : ADVERTISMENT AND SALES PROMOTION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and explain the importance of Advertisement and sales promotion techniques in Modern Marketing era	K1, K2
CO2	Summarize and Identify the Advertising Process and Strategy	K2, K3
CO3	Develop and Classify the Selection criteria of Advertisement Media	K3, K4
CO4	Examine and construct the required Skills for a Good Salesmanship	K4, K5
CO5	Assess and formulate the process of advertisement and sales promotion campaign.	K5, K6

COURSE CODE : 22PCO3DSE3C		
COURSE TITLE : HUMAN RESOURCE ANALYTICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and explain the concept of human resource analytics	K1, K2
CO2	Summarize and identify the HR tools and techniques in decision making	K2, K3
CO3	Develop and classify the data transform leading to HR reporting	K3, K4
CO4	Examine and construct various types of HR metrics and their relative merits	K4, K5
CO5	Assess and formulate to build the models for predictive analysis	K5, K6

COURSE CODE : 22PCO3GEC1		
COURSE TITLE : ENTREPRENEURSHIP AND NEW VENTURE CREATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify various Governmental and Non – Governmental support schemes offered to the entrepreneurs.	K1, K2
CO2	Distinguish the types of entrepreneurships and the modes of Business Networking.	K2, K3,
CO3	Assess the commercial viability of new technologies and business opportunities	K3, K4
CO4	Create business plans that Articulate and apply the Entrepreneurial Competencies.	K4, K5
CO5	Evaluate the sources of finance support and new venture for MSMEs.	K5, K6

COURSE CODE : 22PCO4CC10		
COURSE TITLE : BUSINESS TAXATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and infer the basic concepts, definitions and terms related to Income Tax and GST.	K1, K2
CO2	Identify and categorize the income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.	K3, K4
CO3	Analyze and evaluate the working knowledge on the computation of total income and tax payable by an individual.	K4, K5
CO4	Appraise the procedure for assessment of income tax and discuss the implications of GST.	K5, K6
CO5	Formulate the e-filing system and its process.	K6

COURSE CODE : 22PCO4CC11		
COURSE TITLE : RESEARCH METHODOLOGY		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and explain the basic concepts in research methodology and combine them in research.	K1, K2
CO2	Outline and identify the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.	K2, K3
CO3	Apply and analyse the concepts and procedures of sampling, data collection, analysis and reporting.	K3, K4
CO4	Determine the range of quantitative and qualitative research techniques to business and management problems and issues.	K5
CO5	Assess the overall process of designing a research study from its inception to its report.	K5

COURSE CODE : 22PCO4CCC3A		
COURSE TITLE : ENTERPRISE RESOURCE PLANNING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and explain the need of business system and processes through strategic analysis of ERP system.	K1, K2
CO2	Classify and apply the concept of ERP implementation system.	K2, K3
CO3	Identify and analyze the various technical aspects of ERP and its Modules.	K3, K4
CO4	Categorize and explain the steps and activities in the ERP life cycle.	K4, K5
CO5	Assess the theoretical approach on strategies to be resumed for a successful ERP process.	K5

COURSE CODE : 22PCO4CCC3B		
COURSE TITLE : MANAGERIAL BEHAVIOUR ANDEFFECTIVENESS		

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and classify the managerial dimensions for effective job behavior.	K1, K2
CO2	Identify the managerial styles in terms of concern for production and people.	K3
CO3	Construct and analyze the different systems of management and relate these systems to organizational characteristics.	K3, K4
CO4	Categorize the managerial skills to enhance the competitive spirit through creativity and innovation.	K4
CO5	Determine the essential skills needed for each individual, in reaching the winning edge.	K5

COURSE CODE : 22PCO4CCC3C		
COURSE TITLE : CORPORATE TAX PLANNING		
CO Number	CO Statement On the successful completion of the course- students will be able to	Cognitive Level
CO1	Explain how to claim relief in case of double taxation of income.	K2
CO2	Apply strategies for tax planning in respect of a new business- understands the specific tax issues for start-ups- and comprehend the Income Tax provisions relevant for financial management decisions.	K3
CO3	Construct and Examine the implications of Tax concessions and incentives in setting up of new Business unit.	K3, K4
CO4	Analyse the various tax planning concepts and procedure of assessment of corporate assesses.	K4
CO5	Determine the tax planning with reference to business restructuring.	K5

COURSE CODE : 22PCO4GEC2		
COURSE TITLE : FINANCIAL MATHEMATICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and summarize the mathematical properties and relations between economic activities and financial and banking sectors.	K1, K2
CO2	Apply different types of interest.	K3
CO3	Examine the financial application used for business decision.	K4
CO4	Categorize and assess the principles underlying the securities that are available in the financial markets.	K4, K5
CO5	Explain the value of securities and risk.	K5

Programme Outcomes (POs) And Course Outcomes (COs)-(2022-2023 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative

	learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	On completion of M. Com Programme, the students will be able to,
PO1	GENERIC AND DOMAIN KNOWLEDGE Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
PO2	CRITICAL THINKING AND PROBLEM SOLVING Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
PO3	ENTREPRENEURSHIP AND EMPLOYMENT SKILLS Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	LEADERSHIP AND TEAM WORK Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO5	SOCIAL RESPONSIVENESS AND ETHICS Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

POs	The Students of M.Com. will be able to,	POs Addressed
PSO1	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	PO1 PO2
PSO2	Develop skills for analysing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	PO2

PSO3	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	PO3
PSO4	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	PO4 PO5
PSO5	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	PO5

COURSE OUTCOMES (CO)

COURSE CODE : 22PCO1CC1		
COURSE TITLE : CORPORATE FINANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Recall and develop an understanding of the overall role and scope of finance function and apply the time value of money concepts	K1, K3, K5
CO2	Interpret and perform analytical reviews of financial results, proposals and plans.	K2, K5
CO3	Create financial discipline and select methods to improve the financial well-being of an organizations.	K3, K5
CO4	Identify and construct an optimal capital structure, risk policy and payout policy to take better dividend decisions.	K3, K6
CO5	Analyze and develop knowledge of the legal, procedural and practical aspects of corporate restructuring and contemporary issues in management.	K4, K6

COURSE CODE : 22PCO1CC2		
COURSE TITLE : ECONOMIC AND ENVIRONMENT LAW		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify and point out the provisions, rules and regulations of companies act, competition act, foreign exchange management act and information technology act.	K1, K2, K4
CO2	Analyze the concepts, provisions of appointment of Board of Directors, conduct of various meeting, to discuss the various policies relating to act.	K2, K4
CO3	Discuss and summarize the legal aspects of various acts, to choose the disputes Redressal agencies, penalties and adjudication of various act.	K2, K3, K6
CO4	Relate and compare with latest amendments in various act, contraventions and penalties	K1, K4
CO5	Predict the concepts of laws in detail and to relate where and how it is applied in recent days.	K1, K2, K3, K5, K6

COURSE CODE : 22PCO1CC3		
COURSE TITLE : STRATEGIC MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level

CO1	Describe and apply the various perspectives and concepts in the field of strategic management.	K1, K3
CO2	Predict the social responsibilities and ethics in strategic management and conclude the ethical decision making.	K2, K3, K6
CO3	Identify the basic concepts, principles and practices associated with strategy formulation, implementation and summarize the concepts to the solutions of business problems.	K3, K6
CO4	Identify the strategic issues and design appropriate courses of actions	K3, K6
CO5	Critically analyze the internal and external environment in which business operate and assess their significance for strategic planning.	K4, K5

COURSE CODE : 22PCO1CC4		
COURSE TITLE : ORGANIZATIONAL BEHAVIOUR		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall the concept of organizational behavior to understand the behavior of people in the organization and to explain different models used to explain individual behavior.	K1, K2
CO2	Apply the concept of personality and to analyse how individual personality and behaviour impacts the typical contemporary work experience.	K3, K4
CO3	Identify how individual, groups and structure have impact on the organizational effectiveness and to explain the concept of learning and attitude.	K4, K5
CO4	Point out how the organizational behavior can integrate in understanding the motivation and to explain the various leadership styles and the role of leaders in a decision making process.	K4, K5
CO5	Compare the relationship between group and team and to demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organisation.	K4, K6

COURSE CODE : 22PCO1DSE1A		
COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	K1, K2
CO2	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	K3, K4
CO3	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	K4
CO4	Evaluate the ethical practices in corporate social responsibility and governance.	K5
CO5	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	K6

COURSE CODE : 22PCO1DSE1B		
COURSE TITLE : SERVICES MARKETING		

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify the Concepts of Services Marketing	K3
CO2	Develop and justify marketing planning and control systems appropriate to service based activities	K3
CO3	Examine the Marketing Mix Strategies to be adopted in Service Marketing	K4
CO4	Evaluate the Services Marketing Development Process in various Sectors	K5
CO5	Discuss the Strategic approach of Services Marketing in Global Scenario	K6

COURSE CODE : 22PCO1DSE1C		
COURSE TITLE : INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the principles of International Human resource management and its models	K3
CO2	Analyze the Strategies for International Growth	K4
CO3	Determine the functions of International recruitment, selection and staffing	K5
CO4	Appraise the various methods of global training and development.	K5
CO5	Construct the International Compensation and International Employment Laws	K6

COURSE CODE : 22PCO2CC5		
COURSE TITLE : COST AND MANAGEMENT ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Relate, develop and apply the techniques of Management Accounting in the financial decision making	K1, K3, K5
CO2	Recall, classify and adapt cost accounting approaches to solve practical problems	K1, K2, K6
CO3	Apply and assess different types of activity based management tools through the preparation of estimates	K3, K5
CO4	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	K3, K5
CO5	Analyze to improve the operations of organization through the application of cost and Management accounting methods	K4, K6

COURSE CODE : 22PCO2CC6		
COURSE TITLE : BUSINESS ANALYTICS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Understand the advanced analytical tools to analyse complex problems under uncertainty	K2
CO2	Compare business processes using analytical and management tools	K3
CO3	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	K3
CO4	Identify and describe complex business problems in terms of analytical	K3, K4

	models	
CO5	Extract and manipulate data sets from various sources to meet organizational needs	K5

COURSE CODE : 22PCO2CC7		
COURSE TITLE : DIGITAL MARKETING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define, classify and apply the concept of digital marketing and search engine optimization works in the digital era.	K1, K2, K3
CO2	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools.	K2, K5
CO3	Outline and appraise the main elements of the digital marketing strategies and the components of the digital marketing plan.	K2, K5
CO4	Analyse and build a solid understanding of core business principles in the primary areas of digital marketing, web technology and new media management.	K4, K6
CO5	Interpret and apply the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	K3, K6

COURSE CODE : 22PCO2CCC1A		
COURSE TITLE SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and classify the various investment alternatives and risk elements in the construction of portfolio.	K1, K2
CO2	Outline and Apply the techniques of security analysis for selecting the best investment proposal.	K2, K3,
CO3	Identify and examine various principles for better portfolio management.	K3, K4
CO4	Compare and explain various concepts, theories and models of security analysis and portfolio management	K4, K5
CO5	Evaluate and create an efficient portfolio for optimum return	K5, K6

COURSE CODE : 22PCO2CCC1B		
COURSE TITLE : INSURANCE AND RISK MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify the various insurance needs of the society and industry in the current market scenario.	K1, K2
CO2	Understand the management aspects of Insurance in the areas of Life Insurance, Health Insurance, Fire, and other non-life insurance.	K3,K4
CO3	Analyze the marketing of insurance services and channels of distribution	K4, K5
CO4	Discuss the importance of risk management and methods of mitigating risks in insurance.	K4, K5
CO5	Explain the underwriting principles and insurance company risk control operations.	K4, K6

COURSE CODE : 22PCO2CCC1C		
COURSE TITLE : BRAND MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	K1, K2, K4
CO2	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	K2, K4
CO3	Discuss and summarize the Equity, Ethical Brand Positioning of Management.	K2, K3, K6
CO4	Relate and compare with the Case Studies of Brand Management.	K1, K4
CO5	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	K1, K2, K3, K5, K6

COURSE CODE : 22PCO2DSE2A		
COURSE TITLE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Recall and develop an understanding of basic concepts and role of Logistics and supply chain management in business.	K1, K3, K5
CO2	Understand, and appraise how supply chain drivers play an important role in redefining value chain excellence of Firms	K1, K2, K5
CO3	Apply and assess the tools and techniques useful in implementing supply chain management	K3, K5
CO4	Identify, analyze and integrate various supply chain strategies.	K3, K4
CO5	Make use of logistics and supply chain strategies to create value generation and utilize IT applications	K3, K6

COURSE CODE : 22PCO2DSE2B		
COURSE TITLE : RETAIL MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define and interpret the Growth and Development of Retail Sector	K1, K2
CO2	Outline and Apply Retail set up Operation Management and Retail Format with Diverse Mix	K2,K3
CO3	Identify and examine the Effectiveness of Retail Shop Management	K3, K4
CO4	Evaluate and create the Technology Upgrade in Retail Environment	K5, K6
CO5	Examine and evaluate the procurement of retail merchandising	K4, K6

COURSE CODE : 22PCO2DSE2C		
COURSE TITLE : BUSINESS INFORMATION SYSTEM		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and explain the flow of information through business processes.	K1,K4

CO2	Explain the formulate plans for the retrieval and analysis of supporting data	K2, K4
CO3	Apply and develop the networking concepts and technologies to support business needs	K3, K5
CO4	Identify standard project management tools and approaches.	K4
CO5	Develop and classify the computer programs to support or automated business processes	K2, K5

COURSE CODE : 19PCO3CC9		
COURSE TITLE : ADVANCED CORPORATE ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	K3
CO2	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	K4
CO3	Assess Human Resource Accounting	K5
CO4	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	K6

COURSE CODE : 19PCO3CC10		
COURSE TITLE : BUSINESS RESEARCH METHODS – I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Understand the basic concepts of Research and Identify the Research Problem	K2
CO2	Select the Research approach and adopt the Sampling Design	K3
CO3	Analyze the Methods of Data Collection and develop the instrument	K4
CO4	Explain the various criteria for Questionnaire Designing	K5

COURSE CODE : 19PCO3CC11		
COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the Mathematical and Logical Reasoning Ability	K3
CO2	Analyze the Latest Development in Banking, International Business and ICT	K4
CO3	Explain the Concepts of Business Management, Environment, Economics and Finance	K5
CO4	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	K6

COURSE CODE : 19PCO3CC1P		
COURSE TITLE : R PROGRAMMING – PRACTICALS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	

CO1	Use import data from CSV to R	K1
CO2	Explain the data manipulation in R	K2
CO3	Build statistical analysis using R package	K3
CO4	Prepare visual representation of data for plotting graphs	K4

COURSE CODE : 19PCO3EC3A		
COURSE TITLE : DIGITAL MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Make use of Concept of Digital Marketing and apply search Management in the Digital era	K3
CO2	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	K4
CO3	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	K5
CO4	Make use of Concept of Digital Marketing and apply search Management in the Digital era	K3

COURSE CODE : 19PCO3EC3B		
COURSE TITLE : ADVERTISEMENT & SALES PROMOTION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	K3
CO2	Analyze the Advertising Process and Strategy	K4
CO3	Interpret on the Selection criteria of Advertisement Media	K5
CO4	Discuss the required Skills for a Good Salesmanship	K6

COURSE CODE : 19PCO4CC12		
COURSE TITLE : BUSINESS TAXATION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Apply the basic concepts of Income Tax and Residential Status of an Individual	K3
CO2	Examine the Taxable Income of Salary and House Property of an Individual	K4
CO3	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	K5
CO4	Create e-filing of Tax and GST	K6

COURSE CODE : 19PCO4CC2P		
COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Develop the hypotheses to value the population parameters.	K3
CO2	Analyze the data with SPSS	K4
CO3	Compare the dependence and independence methods in multivariate data analysis.	K5

CO4	Formulating and Testing research hypothesis.	K6
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COURSE CODE : 19PCO4EC4A		
COURSE TITLE : MANAGERIAL BEHAVIOUR & EFFECTIVENESS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Apply the managerial dimensions for effective job behavior	K3
CO2	Examine managerial styles in terms of concern for production and concern for people	K4
CO3	Assess different systems of management and relate these systems to organizational characteristics	K5
CO4	Develop the managerial skills to enhance the competitive sprit through creativity and innovation.	K6

COURSE CODE : 19PCO4EC4B		
COURSE TITLE : ENTERPRISE RESOURCE PLANNING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Make use of the technical aspects of ERP and its Modules	K3
CO2	Analyze the concept of ERP implementation system	K4
CO3	Determine the objectives and application of supply chain management	K5
CO4	Build a theoretical approach on strategies to be resumed for a successful ERP process	K6

COURSE CODE : 19PCO4EC5A		
COURSE TITLE : ENTREPRENEURSHIP & NEW VENTURE CREATION		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify various Governmental and Non - Governmental support schemes offered to the entrepreneurs.	K3
CO2	Distinguish the types of entrepreneurship and the modes of Business Networking.	K4
CO3	Assess the commercial viability of new technologies and business opportunities	K5
CO4	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	K6

COURSE CODE : 19PCO4EC5B		
COURSE TITLE : PROJECT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Outline the project management concepts	K2
CO2	Identify the project resource and infer the appraisal techniques	K3
CO3	Examine the methods of financing of projects and analyze the cost control techniques	K4
CO4	Evaluate Project Proposal	K5

Programme Outcomes (POs) And Course Outcomes (COs)-(2021-2022 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome
	On completion of M. Com Programme, the students will be able to,
PO1	Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
PO2	Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
PO3	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO5	Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

COURSE OUTCOMES (COs)

COURSE CODE : 19PCO1CC1		
COURSE TITLE : CORPORATE FINANCE		
CO Number	CO Statement	Cognitive Level
CO1	On the successful completion of the course, students will be able to, Identify the various sources of Industrial Finance	K3

CO2	Classify the Methods to analyze Investment Proposals	K4
CO3	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	K5
CO4	Discuss the importance of Corporate Social Responsibilities	K6

COURSE CODE : 19PCO1CC2		
COURSE TITLE : MANAGERIAL ECONOMICS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the Nature and Scope of Managerial Economics	K3
CO2	Analyze the different use of Production Function.	K4
CO3	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	K5
CO4	Discuss the mode of Economic Forecasting of Business	K6

COURSE CODE : 19PCO1CC3		
COURSE TITLE : CORPORATE LAWS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	K3
CO2	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	K4
CO3	Determine the Functions and Powers of SEBI	K5
CO4	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	K6

COURSE CODE : 19PCO1CC4		
COURSE TITLE : STRATEGIC MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Develop the conceptual framework of Strategic Management and its Formulation	K3
CO2	Classify the strategic business unit and apply in the Strategic Environment	K4
CO3	Evaluate the Strategic Implementation and to assess about the Organizational Development	K5
CO4	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	K6

COURSE CODE : 19PCO1EC1A		
COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	K2
CO2	Identify the Ethical Practices in Corporate Governance	K3

CO3	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	K4
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COURSE CODE : 19PCO1EC1B

COURSE TITLE : SERVICES MARKETING

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Identify the Concepts of Services Marketing	K3
CO2	Examine the Marketing Mix Strategies to be adopted in Service Marketing	K4
CO3	Evaluate the Services Marketing Development Process in various Sectors	K5
CO4	Discuss the Strategic approach of Services Marketing in Global Scenario	K6

COURSE CODE : 19PCO2CC5

COURSE TITLE : QUANTITATIVE TECHNIQUES FOR BUSINESS

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Examine the Role of Quantitative Techniques to solve Business Problems	K4
CO2	Determine the Relationship between Variables using Correlation and Regression	K5
CO3	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	K6

COURSE CODE : 19PCO2CC6

COURSE TITLE : LOGISTICS & SUPPLY CHAIN MANAGEMENT

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the concept of Logistics for Effective and Efficient Management	K3
CO2	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	K4
CO3	Determine the role of Distribution Network and its impact in E – Business	K5
CO4	Discuss the importance of E – Logistics and Containerization	K6

COURSE CODE : 19PCO2CC7

COURSE TITLE : BIG DATA ANALYTICS

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Define the structure of Big Data	K1
CO2	Compare the types of Databases	K2
CO3	Apply Big Data for Small Business	K3
CO4	Analyse Big data knowledge with R tool	K4

COURSE CODE : 19PCO2CC8		
COURSE TITLE : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the concept and Categories of Investment	K3
CO2	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	K4
CO3	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	K5

COURSE CODE : 19PCO2EC2A		
COURSE TITLE : RETAIL MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Identify the Growth and Development of Retail Sector	K3
CO2	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	K4
CO3	Evaluate the Effectiveness of Retail Shop Management	K5
CO4	Predict the Technology Upgrade in Retail Environment	K6

COURSE CODE : 19PCO2EC2		
COURSE TITLE : INTERNATIONAL TRADE FINANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Explain the theory and current developments in International Trade	K2
CO2	Identify the various Financial Institutions support to the International Trade	K3
CO3	Analyze the factors influencing Exchange Rates	K4
CO4	Assess the importance of documentation in International Trade	K5

COURSE CODE : 19PCO3CC9		
COURSE TITLE : ADVANCED CORPORATE ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	K3
CO2	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	K4
CO3	Assess Human Resource Accounting	K5
CO4	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	K6

COURSE CODE : 19PCO3CC10		
COURSE TITLE : BUSINESS RESEARCH METHODS – I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Understand the basic concepts of Research and Identify the Research Problem	K2

CO2	Select the Research approach and adopt the Sampling Design	K3
CO3	Analyze the Methods of Data Collection and develop the instrument	K4
CO4	Explain the various criteria for Questionnaire Designing	K5

COURSE CODE : 19PCO3CC11		
COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to.	
CO1	Apply the Mathematical and Logical Reasoning Ability	K3
CO2	Analyze the Latest Development in Banking, International Business and ICT	K4
CO3	Explain the Concepts of Business Management, Environment, Economics and Finance	K5
CO4	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	K6

COURSE CODE : 19PCO3CC1P		
COURSE TITLE : R PROGRAMMING – PRACTICALS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Use import data from CSV to R	K1
CO2	Explain the data manipulation in R	K2
CO3	Build statistical analysis using R package	K3
CO4	Prepare visual representation of data for plotting graphs	K4

COURSE CODE : 19PCO3EC3A		
COURSE TITLE : DIGITAL MARKETING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Make use of Concept of Digital Marketing and apply search Management in the Digital era	K3
CO2	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	K4
CO3	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	K5
CO4	Make use of Concept of Digital Marketing and apply search Management in the Digital era	K3

COURSE CODE : 19PCO3EC3B		
COURSE TITLE : ADVERTISEMENT & SALES PROMOTION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	K3
CO2	Analyze the Advertising Process and Strategy	K4
CO3	Interpret on the Selection criteria of Advertisement Media	K5
CO4	Discuss the required Skills for a Good Salesmanship	K6

COURSE CODE : 19PCO4CC12		
COURSE TITLE : BUSINESS TAXATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the basic concepts of Income Tax and Residential Status of an Individual	K3
CO2	Examine the Taxable Income of Salary and House Property of an Individual	K4
CO3	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	K5
CO4	Create e-filing of Tax and GST	K6

COURSE CODE : 19PCO4CC2P		
COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Develop the hypotheses to value the population parameters.	K3
CO2	Analyze the data with SPSS	K4
CO3	Compare the dependence and independence methods in multivariate data analysis.	K5
CO4	Formulating and Testing research hypothesis.	K6

COURSE CODE : 19PCO4EC4A		
COURSE TITLE : MANAGERIAL BEHAVIOUR & EFFECTIVENESS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the managerial dimensions for effective job behavior	K3
CO2	Examine managerial styles in terms of concern for production and concern for people	K4
CO3	Assess different systems of management and relate these systems to organizational characteristics	K5
CO4	Develop the managerial skills to enhance the competitive spirit through creativity and innovation.	K6

COURSE CODE : 19PCO4EC4B		
COURSE TITLE : ENTERPRISE RESOURCE PLANNING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Make use of the technical aspects of ERP and its Modules	K3
CO2	Analyze the concept of ERP implementation system	K4
CO3	Determine the objectives and application of supply chain management	K5
CO4	Build a theoretical approach on strategies to be resumed for a successful ERP process	K6

COURSE CODE : 19PCO4EC5A		
COURSE TITLE : ENTREPRENEURSHIP & NEW VENTURE CREATION		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify various Governmental and Non - Governmental support	K3

	schemes offered to the entrepreneurs.	
CO2	Distinguish the types of entrepreneurship and the modes of Business Networking.	K4
CO3	Assess the commercial viability of new technologies and business opportunities	K5
CO4	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	K6

COURSE CODE : 19PCO4EC5B		
COURSE TITLE : PROJECT MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Outline the project management concepts	K2
CO2	Identify the project resource and infer the appraisal techniques	K3
CO3	Examine the methods of financing of projects and analyze the cost control techniques	K4
CO4	Evaluate Project Proposal	K5

Programme Outcomes (POs) And Course Outcomes (COs)-(2020-2021 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of M. Com Programme , the students will be able to
PO1	Inculcate the knowledge about accounting, strategic management, legal and ethical aspects to gain insight into the organizational challenges and opportunities.
PO2	Develop a competency about the regulations and the role played by the Commercial,

	Government and Investment institutions in controlling the monetary flow
PO3	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	Enhance the horizon of computer literacy and its applicability in business through the latest information technology and e - Commerce principles.
PO5	Identify, formulate, research review and analyze socio economic problem to arrive at substantiated conclusion.

COURSE OUTCOMES (COs)

COURSE CODE : 19PCO1CC1		
COURSE TITLE : CORPORATE FINANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the various sources of Industrial Finance	K3
CO2	Classify the Methods to analyze Investment Proposals	K4
CO3	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	K5
CO4	Discuss the importance of Corporate Social Responsibilities	K6

COURSE CODE : 19PCO1CC2		
COURSE TITLE : MANAGERIAL ECONOMICS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the Nature and Scope of Managerial Economics	K3
CO2	Analyze the different use of Production Function.	K4
CO3	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	K5
CO4	Discuss the mode of Economic Forecasting of Business	K6

COURSE CODE : 19PCO1CC3		
COURSE TITLE : CORPORATE LAWS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	K3
CO2	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	K4
CO3	Determine the Functions and Powers of SEBI	K5
CO4	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	K6

COURSE CODE : 19PCO1CC4		
COURSE TITLE : STRATEGIC MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Develop the conceptual framework of Strategic Management and its	K3

	Formulation	
CO2	Classify the strategic business unit and apply in the Strategic Environment	K4
CO3	Evaluate the Strategic Implementation and to assess about the Organizational Development	K5
CO4	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	K6

COURSE CODE : 19PCO1EC1A		
COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	K2
CO2	Identify the Ethical Practices in Corporate Governance	K3
CO3	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	K4

COURSE CODE : 19PCO1EC1B		
COURSE TITLE : SERVICES MARKETING		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Identify the Concepts of Services Marketing	K3
CO2	Examine the Marketing Mix Strategies to be adopted in Service Marketing	K4
CO3	Evaluate the Services Marketing Development Process in various Sectors	K5
CO4	Discuss the Strategic approach of Services Marketing in Global Scenario	K6

COURSE CODE : 19PCO2CC5		
COURSE TITLE : QUANTITATIVE TECHNIQUES FOR BUSINESS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Examine the Role of Quantitative Techniques to solve Business Problems	K4
CO2	Determine the Relationship between Variables using Correlation and Regression	K5
CO3	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	K6

COURSE CODE : 19PCO2CC6		
COURSE TITLE : LOGISTICS & SUPPLY CHAIN MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Apply the concept of Logistics for Effective and Efficient	K3

	Management	
CO2	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	K4
CO3	Determine the role of Distribution Network and its impact in E – Business	K5
CO4	Discuss the importance of E – Logistics and Containerization	K6

COURSE CODE : 19PCO2CC7		
COURSE TITLE : BIG DATA ANALYTICS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Define the structure of Big Data	K1
CO2	Compare the types of Databases	K2
CO3	Apply Big Data for Small Business	K3
CO4	Analyse Big data knowledge with R tool	K4

COURSE CODE : 19PCO2CC8		
COURSE TITLE : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Apply the concept and Categories of Investment	K3
CO2	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	K4
CO3	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	K5

COURSE CODE : 19PCO2EC2A		
COURSE TITLE : RETAIL MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify the Growth and Development of Retail Sector	K3
CO2	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	K4
CO3	Evaluate the Effectiveness of Retail Shop Management	K5
CO4	Predict the Technology Upgrade in Retail Environment	K6

COURSE CODE : 19PCO2EC2		
COURSE TITLE : INTERNATIONAL TRADE FINANCE		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Explain the theory and current developments in International Trade	K2
CO2	Identify the various Financial Institutions support to the International Trade	K3
CO3	Analyze the factors influencing Exchange Rates	K4
CO4	Assess the importance of documentation in International Trade	K5

COURSE CODE : 19PCO3CC9		
COURSE TITLE : ADVANCED CORPORATE ACCOUNTING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	K3
CO2	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	K4
CO3	Assess Human Resource Accounting	K5
CO4	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	K6

COURSE CODE : 19PCO3CC10		
COURSE TITLE : BUSINESS RESEARCH METHODS – I		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Understand the basic concepts of Research and Identify the Research Problem	K2
CO2	Select the Research approach and adopt the Sampling Design	K3
CO3	Analyze the Methods of Data Collection and develop the instrument	K4
CO4	Explain the various criteria for Questionnaire Designing	K5

COURSE CODE : 19PCO3CC11		
COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Apply the Mathematical and Logical Reasoning Ability	K3
CO2	Analyze the Latest Development in Banking, International Business and ICT	K4
CO3	Explain the Concepts of Business Management, Environment, Economics and Finance	K5
CO4	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	K6

COURSE CODE : 19PCO3CC1P		
COURSE TITLE : R PROGRAMMING – PRACTICALS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Use import data from CSV to R	K1
CO2	Explain the data manipulation in R	K2
CO3	Build statistical analysis using R package	K3
CO4	Prepare visual representation of data for plotting graphs	K4

COURSE CODE : 19PCO3EC3A		
COURSE TITLE : DIGITAL MARKETING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Make use of Concept of Digital Marketing and apply search	K3

	Management in the Digital era	
CO2	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	K4
CO3	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	K5
CO4	Make use of Concept of Digital Marketing and apply search Management in the Digital era	K3

COURSE CODE : 19PCO3EC3B		
COURSE TITLE : ADVERTISEMENT & SALES PROMOTION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	K3
CO2	Analyze the Advertising Process and Strategy	K4
CO3	Interpret on the Selection criteria of Advertisement Media	K5
CO4	Discuss the required Skills for a Good Salesmanship	K6

COURSE CODE : 19PCO4CC12		
COURSE TITLE : BUSINESS TAXATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Apply the basic concepts of Income Tax and Residential Status of an Individual	K3
CO2	Examine the Taxable Income of Salary and House Property of an Individual	K4
CO3	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	K5
CO4	Create e-filing of Tax and GST	K6

COURSE CODE : 19PCO4CC2P		
COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Develop the hypotheses to value the population parameters.	K3
CO2	Analyze the data with SPSS	K4
CO3	Compare the dependence and independence methods in multivariate data analysis.	K5
CO4	Formulating and Testing research hypothesis.	K6

COURSE CODE : 19PCO4EC4A		
COURSE TITLE : MANAGERIAL BEHAVIOUR & EFFECTIVENESS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Apply the managerial dimensions for effective job behavior	K3
CO2	Examine managerial styles in terms of concern for production and concern for people	K4
CO3	Assess different systems of management and relate these systems to organizational characteristics	K5

CO4	Develop the managerial skills to enhance the competitive spirit through creativity and innovation.	K6
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COURSE CODE : 19PCO4EC4B		
COURSE TITLE : ENTERPRISE RESOURCE PLANNING		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Make use of the technical aspects of ERP and its Modules	K3
CO2	Analyze the concept of ERP implementation system	K4
CO3	Determine the objectives and application of supply chain management	K5
CO4	Build a theoretical approach on strategies to be resumed for a successful ERP process	K6

COURSE CODE : 19PCO4EC5A		
COURSE TITLE : ENTREPRENEURSHIP & NEW VENTURE CREATION		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify various Governmental and Non - Governmental support schemes offered to the entrepreneurs.	K3
CO2	Distinguish the types of entrepreneurship and the modes of Business Networking.	K4
CO3	Assess the commercial viability of new technologies and business opportunities	K5
CO4	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	K6

COURSE CODE : 19PCO4EC5B		
COURSE TITLE : PROJECT MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Outline the project management concepts	K2
CO2	Identify the project resource and infer the appraisal techniques	K3
CO3	Examine the methods of financing of projects and analyze the cost control techniques	K4
CO4	Evaluate Project Proposal	K5

Programme Outcomes (POs) And Course Outcomes (COs)-(2019-2020 Onwards)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.

PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of M. Com Programme , the students will be able to
PO1	Inculcate the knowledge about accounting, strategic management, legal and ethical aspects to gain insight into the organizational challenges and opportunities.
PO2	Develop a competency about the regulations and the role played by the Commercial, Government and Investment institutions in controlling the monetary flow
PO3	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	Enhance the horizon of computer literacy and its applicability in business through the latest information technology and e - Commerce principles.
PO5	Identify, formulate, research review and analyze socio economic problem to arrive at substantiated conclusion.

COURSE OUTCOMES (COs)

COURSE CODE: 19PCO1CC1		
COURSE TITLE: CORPORATE FINANCE		
CO Number	CO Statement	Cognitive Level
CO1	On the successful completion of the course, students will be able to, Identify the various sources of Industrial Finance	K3
CO2	Classify the Methods to analyze Investment Proposals	K4
CO3	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	K5
CO4	Discuss the importance of Corporate Social Responsibilities	K6

COURSE CODE: 19PCO1CC2		
COURSE TITLE: MANAGERIAL ECONOMICS		
CO Number	CO Statement	Cognitive Level
CO1	On the successful completion of the course, students will be able to, Identify the Nature and Scope of Managerial Economics	K3
CO2	Analyze the different use of Production Function.	K4
CO3	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	K5
CO4	Discuss the mode of Economic Forecasting of Business	K6

COURSE CODE: 19PCO1CC3		
COURSE TITLE: CORPORATE LAWS		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	K3
CO2	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	K4
CO3	Determine the Functions and Powers of SEBI	K5
CO4	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	K6

COURSE CODE : 19PCO1CC4		
COURSE TITLE: STRATEGIC MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Develop the conceptual framework of Strategic Management and its Formulation	K3
CO2	Classify the strategic business unit and apply in the Strategic Environment	K4
CO3	Evaluate the Strategic Implementation and to assess about the Organizational Development	K5
CO4	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	K6

COURSE CODE: 19PCO1EC1A		
COURSE TITLE: BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	K2
CO2	Identify the Ethical Practices in Corporate Governance	K3
CO3	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	K4

COURSE CODE: 19PCO1EC1B		
COURSE TITLE: SERVICES MARKETING		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Identify the Concepts of Services Marketing	K3
CO2	Examine the Marketing Mix Strategies to be adopted in Service Marketing	K4
CO3	Evaluate the Services Marketing Development Process in various Sectors	K5
CO4	Discuss the Strategic approach of Services Marketing in Global	K6

	Scenario	
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COURSE CODE: 19PCO2CC5		
COURSE TITLE: QUANTITATIVE TECHNIQUES FOR BUSINESS		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Examine the Role of Quantitative Techniques to solve Business Problems	K4
CO2	Determine the Relationship between Variables using Correlation and Regression	K5
CO3	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	K6

COURSE CODE: 19PCO2CC6		
COURSE TITLE: LOGISTICS & SUPPLY CHAIN MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Apply the concept of Logistics for Effective and Efficient Management	K3
CO2	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	K4
CO3	Determine the role of Distribution Network and its impact in E – Business	K5
CO4	Discuss the importance of E – Logistics and Containerization	K6

COURSE CODE: 19PCO2CC7		
COURSE TITLE: BIG DATA ANALYTICS		
CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define the structure of Big Data	K1
CO2	Compare the types of Databases	K2
CO3	Apply Big Data for Small Business	K3
CO4	Analyse Big data knowledge with R tool	K4

COURSE CODE: 19PCO2CC8		
COURSE TITLE: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Cognitive Level
CO1	Apply the concept and Categories of Investment	K3
CO2	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	K4
CO3	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	K5

COURSE CODE: 19PCO2EC2A		
COURSE TITLE: RETAIL MANAGEMENT		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
CO1	Identify the Growth and Development of Retail Sector	K3
CO2	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	K4
CO3	Evaluate the Effectiveness of Retail Shop Management	K5
CO4	Predict the Technology Upgrade in Retail Environment	K6

COURSE CODE : 19PCO2EC2		
COURSE TITLE : INTERNATIONAL TRADE FINANCE		
CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Explain the theory and current developments in International Trade	K2
CO2	Identify the various Financial Institutions support to the International Trade	K3
CO3	Analyze the factors influencing Exchange Rates	K4
CO4	Assess the importance of documentation in International Trade	K5